ELVIS

Is "ELVIS" the answer to Enterprise education in Ireland/UK?
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A case study review of the enterprise skills education model at Queens University Belfast

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Overview

- Background
- The Elvis Model
- Research Methodology and results
- Policy implications
- Conclusion

The Background

➢ My experience

➢ NICENT/UK SEC

➢ Joined Queens in January 2003

The Challenges

➢ Russell group university

➢ Traditional attitudes

➢ Quality assurance record

What is the Entrepreneurial Ecosystem?

Extra Curriculum

Alumni

CURRICULUM

Business links

**Research**

The Elvis Model (Uh, huh)

- **E**mbedding Enterprise
- **L**inkage of your Enterprise Education Ecosystem
- **V**alue all resources/Verify your conclusions
- **I**nnovative teaching strategies/Institutional support
- **S**tudent centred with Alumni

Embedding Enterprise – The Challenges

- ➢ Packed curriculum
- ➢ Research focus
- ➢ Accreditation
- ➢ Academic snobbery
- ➢ Quality assurance
- ➢ Not another Initiative!!

Embedding Enterprise
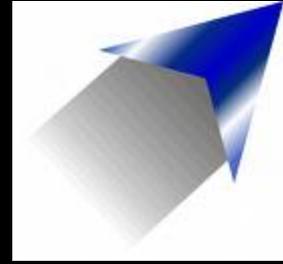
The Enablers

- Entrepreneurial skills – "The E Factor"(Pearson 2006)
- Individual customisation
- Enterprise Champions
- Careers/PDP link
- Innovative learning and teaching
- Marketing

Linking your Enterprise System

- "*Enterprise for life*" system
- How do you link curricular/extra curricular
- Who drives the various strands of enterprise?

Value your Resources

- Benchmark best practice locally, nationally, internationally

- Get all stakeholders involved

- Review potential contribution of staff, students, local business, national bodies (NCGE, CETLS, SEC)

- Making use of resources, human, physical, financial (Alumni)

Innovative Teaching and Learning

- The blended approach
- Experiential learning (Pittaway)(O'Cinneide)
- Business simulation assessment/ "serious games"
- Make a product
- "Live case studies" / podcasts / online
- Best educational practice (reflection (Silver), Internationalisation, research led)
- Continue to innovate

Institutional Support

- Senior Management Support
- Internal/External awards, National Teaching Fellowship
- Marketing approach
- PDP/Skills approach (Leitch)

Student Centered

➢ Teaching approach (learning styles)
➢ Competitions/conferences/summer schools (Enterprise academy Salford 2007)
➢ Intern System
➢ New centre/students union
➢ Games/Work experience/ "EDGE approach"
➢ Mentor; "Enabling student Entrepreneurs" Thompson (2006)

The Methodology (4 years)

- ➢ Student evaluations (4000)
- ➢ Alumni evaluations (500)
- ➢ Student self assessment (4000)
- ➢ Draft student start up statistics

CHALLENGES

- The need for a seamless system
- Knowledge transfer/tech transfer involvement
- Should university support student start ups?
- Keeping alumni in the loop until ready to implement
- University structure of command
- What do we want?

Does it Work?

1) From October 2007 80% of subjects with embedded enterprise
2) October 2008: 95% of subject areas
3) Certificate in Entrepreneurship studies
4) NICENT Queens Leading the skills/employability agenda
5) Extra curriculum students union
6) Small business / start-up rates
7) Benchmark against NCGE "alternative model" (Gibb 2006)
8) National Teaching Fellowship 2007

Policy Implications

- The importance of Enterprise in the Curriculum

- Use "Elvis" as a diagnostic model

- Linked primary/secondary/tertiary system

- Government/regional Enterprise Investment strategy

- Macro/Micro start up levels

CONCLUSION

➤ You must embed

➤ You must be enterprising

➤ Link curriculum/extra curriculum

➤ Grasp the opportunity to inspire, change lives, change the region

"ELVIS"
Is The Answer

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